

Canterbury Regional Economic Development Strategy

Canterbury Mayoral Forum

August 2015



... a strong regional economy with resilient, connected communities and a better quality of life for all



Photo credit: Ngāi Tahu Maori Rock Art Trust

The Canterbury Mayoral Forum comprises the mayors and chair of the 11 local authorities in Canterbury.

Regional economic development is a priority in the Canterbury Local Authorities Triennial Agreement 2013-2016. Mayors are concerned to act now, to prevent a post-rebuild slump and ensure the long-term economic prosperity and social wellbeing of the Canterbury region.

The Forum has developed this strategy through workshops and conversations with a wide range of partners (including Ngāi Tahu) and stakeholders from the farming, manufacturing, tertiary education, business, telecommunications, transport and tourism sectors.

The strategy is not a 'study' or a 'report' but an action plan focusing on what Mayors can achieve by providing leadership, facilitation and advocacy.

Together with its key partners, Te Rūnanga o Ngāi Tahu, the Canterbury Development Corporation, the Canterbury Employers' Chamber of Commerce and the Committee for Canterbury, the Mayoral Forum is encouraging economic development planning that steers resources, business and investment decisions toward shared goals and common objectives.

A 20-year vision ... immediate action

A regional vision

A region making the most of its natural advantages to build a strong, innovative economy with resilient, connected communities and a better quality of life for all

Overarching objective

Maximise the economic growth of Canterbury and position this for when the earthquake rebuild peaks, by ensuring the region makes co-ordinated, optimal investment and development decisions that position it for long-term, sustainable growth

Seven priority work programmes

- Integrated regional transport planning and infrastructure investment
- Digital connectivity (extension and uptake of fast broadband in rural areas)
- Freshwater management and irrigation infrastructure
- Value-added production and the development of secondary economies
- Education and training for a skilled workforce
- Newcomer and migrant settlement (skilled workers, cohesive communities)
- Regional visitor strategy.

Mayors are taking a long-term view, but have not waited to finalise and adopt this strategy before acting to implement it.

The Forum will keep reviewing the achievement of agreed actions quarterly and is working with the Canterbury Development Corporation to develop indicators to monitor whether its objectives are being achieved and to help identify further actions required.



Integrated regional transport planning and investment

Our **objective** is integrated transport planning (air, rail, shipping, roads) that enables the efficient movement of people and freight, improves social connectedness and wellbeing, supports regional visitor strategies and improves road safety.

Actions include:

- initiating a review of public transport governance and delivery in greater Christchurch
- strengthening the mandate of and support for the Regional Transport Committee and re-framing the Regional Land Transport Plan to support this Strategy
- a workshop with sector leaders on aligning strategic planning and investment across transport modes (air, rail, sea and road transport).

This work programme is led by Mayor Winton Dalley and the Hurunui District Council, supported by Environment Canterbury.

Photo credit: Environment Canterbury



Digital connectivity

Our **objective** is a fully connected Canterbury, so the whole region can achieve the best possible results in health, education, social connectedness, economic growth and the environment.

Actions include:

- mapping current broadband and mobile coverage against current and planned irrigated land, and advocacy to central government for investment in rural broadband where this can improve water management and agricultural production
- working together to submit registrations of interest to secure additional central government investment in digital connectivity in Canterbury
- a workshop with industry representatives to discuss the benefits to Canterbury of mobile data connectivity.

This work programme is led by Mayor Damon Odey and the Timaru District Council.

Photo credit: Enable

Freshwater management and irrigation infrastructure

Our **objective** is to achieve the Canterbury Water Management Strategy's (CWMS) vision:

To enable present and future generations to gain the greatest social, economic, recreational and cultural benefits from our water resources within an environmentally sustainable framework. Te Rūnanga o Ngāi Tahu and Papatipu Rūnanga are partners in the CWMS.

Actions include:

- identifying and promoting integrated network design for water supply and distribution through the infrastructure work programme of the CWMS Regional Committee
- setting environmental limits through variations to the Land and Water Regional Plan (zone committees lead a collaborative community process to establish environmental limits, which Environment Canterbury then implements)
- a regional storm-water forum is identifying cost-effective storm-water systems and ensuring consistent storm-water management planning and consenting with improved environmental performance.

The CWMS is an existing work programme led by David Caygill, Deputy-Chair, Environment Canterbury.



Photo credit: Environment Canterbury

Value-added production

Our **objective** is that planning and consenting processes and infrastructure managed by local government enable value-added production in Canterbury.

This work programme is highly interdependent with other work programmes, in particular freshwater management, integrated regional transport planning and investment, and fast broadband and cellular coverage across the region.

Actions include:

- identifying and working with key sector leaders to align and strengthen advocacy to central government
- using District Plan reviews to improve the consistency of planning, rules and regulation and enable sustainable, value-added production
- sharing information across the region about innovation and new developments in value-added production.

This work programme is led by Mayor Craig Rowley and the Waimate District Council.



Photo credit: Environment Canterbury

Education and training for a skilled workforce

Our **objectives** are that:

- business, education and local government sectors are aligned and working together to make Canterbury a great place to study, live and work
- Canterbury has a skilled and educated workforce
- education and training institutions are working together to deliver an integrated education programme that benefits the region.

Actions include:

- a steering group of tertiary education providers was established following a regional workshop in May 2015 to oversee strategy development and implementation by December 2015
- Tertiary Institution Accord members will develop an integrated marketing proposal to attract international and domestic students
- Lincoln University will lead scoping of new courses in agricultural engineering and water management.

This work programme is led by Mayor David Ayers and the Waimakariri District Council.

Education and training is a particular priority for Te Rūnanga o Ngāi Tahu, which is working with CPIT, Lincoln, Canterbury and Otago universities, Hawkins Group and industry training organisations to address social inequalities, provide trades training and grow Māori leadership in agriculture.



Photo credit: Calder Stewart

Newcomer and migrant settlement

Our **objective** is that newcomers and migrants are attracted to Canterbury and feel welcomed and supported to settle quickly and well, contribute in the workforce, participate in our communities and call Canterbury home.

Actions include:

- advocacy to central government on funding for newcomer/migrant settlement support, open work visas, increased access to primary healthcare for those on work visas of less than 24 months and funding for earthquake-related urban growth issues within the wider Canterbury region
- a regional hui on newcomer and migrant settlement held in August 2015, to support territorial authorities to develop newcomer and migrant settlement support plans
- working together to share resources and ensure that information about local services is accessible to newcomers and migrants throughout the region.

This work programme is led by Mayor Angus McKay and the Ashburton District Council.



Photo credit: Christchurch International Airport Ltd

Regional visitor strategy

Our **objective** is to grow tourism in the Canterbury region through advocating for the fast recovery of Christchurch City as the primary gateway to the region and the wider South Island, and by supporting regional destinations to promote and develop their iconic visitor activities and landmarks.

Actions include:

- convening a regional tourism forum in August 2015 to develop a regional visitor strategy and co-ordinate and align the activities of Regional Tourism Organisations, District Tourism Organisations, Tourism New Zealand, Christchurch Airport, passenger terminal ports, Ngāi Tahu Tourism and other industry partners.

We want to:

- improve the range of available visitor experiences
- increase the number and spend of visitors to Canterbury
- keep visitors in Canterbury (and the South Island) longer.

This work programme is led by Mayor Winston Gray and the Kaikōura District Council, supported by Mayor Lianne Dalziel and the Christchurch City Council.

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If you want to play a part in growing Canterbury's economy, please contact your local Mayor's office.
For further information, go to: <http://www.ecan.govt.nz/CREDS>



Photo credit: Whale Watch Kaikoura